REMARKS/ARGUMENTS

The claims have been amended as set forth above. Applicants believe that the claims as amended overcome the cited references. Applicants respectfully request reconsideration.

I. **Examiner Interview Dated April 1, 2008**

An interview was held on April 1, 2008. Applicants believe that an agreement was reached that the current changes help move the application forward. Examiner Bonshock requested that applicants discuss the supplemental content logic 245 on column 8 of the Agassi reference. The supplemental content logic is based on individual personalization. See col. 8, lines 30-31 and 61-64. At least some of the rules are discussed on Column 6, lines 34-42 of Agassi. Applicants further note that Agassi teaches that "supplemental content logic may be accessed, where the supplemental content logic may include rules for the selection of supplemental content based on the primary content metadata." See col. 2, lines 27-33. Agassi also teaches that "the content of the supplemental iViews may vary based on the content of the primary articles." See col. 9, lines 23-25 and 40-43. Applicants believe that Agassi is teaching providing supplemental content based on the metadata of the primary article. Agassi does not teach the features as indicated in the Interview and as more fully set forth below. Reconsideration is respectfully requested.

II. **Rejection Under 35 U.S.C. § 103(a)**

Claims 1, 3-9, 11-13, 15-16, 19-24, 26-29, 31, 32, 34, 37-39, 42-47, 49 and 50 are rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 7,127,473 issued to Agassi et al. (hereinafter "Agassi") in view of U.S. Patent No. 5,859,636 issued to Pandit (hereinafter "Pandit"). Applicants respectfully disagree with the rejection. Independent claim 1 includes the following combination of features that is not taught or otherwise suggested by the cited references:

> accessing a client-side application to generate a client manipulative electronic document;

parsing the text of the electronic document, by a persona menu application, for a person name, wherein the persona menu application is separate from the client-side application;

querying, by the persona menu application, at least one data source containing person-centric data to identify person-centric data associated with the person name;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one initial data source;

querying, by the persona menu application, at least one subsequent data source containing person-centric data to identify additional person-centric data associated with the person-centric data obtained from the initial data source;

obtaining, at the persona menu application, additional person-centric data associated with the person name from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source;

populating, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one initial data source and the at least one subsequent data source; and

providing a graphical user interface for displaying the person-centric data and the additional person-centric data adjacent to the person name in the electronic document associated with the client-side application, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source.

As one example of the advantages of the above features, information that is not indicated by the person name (e.g., the name identified by the parsing) may be obtained. For example, a name may be identified. The name may be used to query a contact database to obtain a phone number and email address for the name. The contacts database may not include a work supervisor associated with the name. Furthermore, a company directory may identify employees by an email address, so a query of the company database with the name will not return any information. However, once the contact information is obtained (which includes the email address) the directory can be queried with the email address to return the work supervisor. In

this manner, the data received from each query can be leveraged for additional queries to obtain as much relevant information from the databases that are associated with the name without having to use the name as the identifier for each query.

The cited references do not teach or otherwise suggest the combination of features associated with independent claim 1. Agassi teaches view portals and displaying supplemental content based on content that is currently displayed on a computer. Agassi teaches that an article is scanned to determine relevant metadata. For example, the article may include decision objects (e.g., topical data associated with the view document). The discussion topics are identified, for example, by .xml or .html indicators and/or by a metadata enhancer. The goal of the discussion topics is to identify topics that are of interest to the person viewing the data. The view program then uses the data associated with discussion topics to scan, for example, the Internet to obtain further information on the topic. The further information is then added to a supplementary view panel. With regard to Pandit, Pandit teaches that pull down menus identify the operations and/or programs which relate to the class of text accented, highlighted or otherwise indicated. The action associated with Pandit is based off of the identifier within the document itself. For example, if an email address is associated with the document, an email action will be populated in the pull down menu. Neither reference teaches or otherwise suggests the combination of "querying, by the persona menu application, at least one subsequent data source containing person-centric data to identify additional person-centric data associated with the person-centric data obtained from the initial data source," in combination with "obtaining, at the persona menu application, additional person-centric data associated with the person name from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source." Stated another way, neither reference teaches or otherwise suggests leveraging the information obtained from the first data source to further query subsequent data sources to find other relevant information associated with the person name. Accordingly, applications assert that independent claim 1 is in condition for allowance.

Independent claim 26 includes the following combination of features that is not taught or otherwise suggested by the cited references:

accessing a client-side application to generate a client manipulative electronic document;

parsing the text of the electronic document, by a persona menu application, for an electronic mail address associated with a person name, wherein the persona menu application is separate from the client-side application;

querying, by the persona menu application, at least one initial data source containing person-centric data to identify person-centric data associated with the electronic mail address;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one initial data source;

querying, by the persona menu application, at least one subsequent data source containing person-centric data to identify additional person-centric data associated with the person-centric data obtained from the initial data source;

obtaining, at the persona menu application, additional person-centric data associated with the person name from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source;

populating, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one initial data source and the at least one subsequent data source;

labeling the person name in the electronic document to indicate available functionality;

upon user selection of the labeled person name, providing a graphical user interface for displaying the person-centric data and the additional person-centric data adjacent to the person name in the electronic document associated with the client-side application, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source.

The cited references do not teach or otherwise suggest the above combination of features. As previously stated, neither reference teaches or otherwise suggests "querying, by the persona

menu application, at least one initial data source containing person-centric data to identify person-centric data associated with the electronic mail address," in combination with "obtaining, at the persona menu application, person-centric data associated with the person name from the at least one initial data source." Accordingly, applicants believe that independent claim 26 is in condition for allowance.

Independent claim 34 includes the following combination of features that is not taught or otherwise suggested by the cited references:

> a computer operative to operate at least one application program module and to display at least one electronic document and graphical user interfaces;

> a client-side application program operative to receive, in a client manipulative electronic document, at least one member of a group comprising; text and data;

> a persona menu application program separate from the client-side application operative

>> to parse the electronic document for an email address associated with a person name;

>> to recognize the person name from text or data in which the person name is included, when no electronic mail address is available for the person name in the electronic document;

>> *to query a contacts database for an unique identification associated with the person name when the at least one data source does not contain person-centric data matching an electronic mail address;*

>> *to obtain a unique identification at the contacts database;*

>> to pass the unique identification to at least one initial data source containing person-centric data;

>> to parse the at least one data source for obtaining person-centric data associated with the person name;

>> to query at least one subsequent data source containing person-centric data to identify additional person-centric data associated with the person-centric data obtained from the initial data source;

to obtain additional person-centric data associated with the person name from the at least one subsequent data source, wherein a communication application for communicating with a user identified by the person name is associated with at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source;

to populate, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one initial data source and the at least one subsequent data source;

to labeling the person name in the electronic document to indicate available functionality; and

to provide a graphical user interface for displaying the person-centric data and the additional person-centric data adjacent to the person name in the electronic document, upon user selection of the labeled person name, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one member of a group comprising: the at least one initial data source and the at least one subsequent data source.

The cited references do not teach or otherwise suggest the above combination of features. As previously stated, neither reference teaches or otherwise suggests "to query a contacts database for a unique identification associated with the person name when the at least one data source does not contain person-centric data matching an electronic mail address," in combination with "to obtain a unique identification at the contacts database." Accordingly, applicants believe that independent claim 34 is in condition for allowance.

The dependent claims include features that are not taught or otherwise suggested by the cited references. Furthermore, those claims ultimately depend from the independent claims set forth above. As such, they should be found allowable for at least those same reasons.

III.   Request for Reconsideration

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application,

the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

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18